

2043858026

NEW PRODUCT INTRODUCTION PLAN

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—	Bucks (Oct) Cambridge UL (Oct) NEXT (Nov)	Marl's Ultra (Feb) Cambridge UL KS (Mar)	NGT Marl Ultra or Marl Denic Medium (Jun)	Dkt (Sept) Ambrosia (Sept)	B&H KS (Nov) Marl 100 (Nov)	Marl Line Ext Merit 1/2 Nic Red Ex NEXT Ultra Slims KS BEST or Super BEST PV-Newport
NATIONAL B	Bristol	—	Cambridge KS (Oct) Bucks (Oct)	Next (Jan) Cambridge KS (Mar) B&H Denic (Mar)	Marl Ultra or Marl Medium (June)	Ambrosia (Sept)	B&H KS (Nov)	
TEST MARKET	Marl Ultra Bucks NEXT Cartier PMI Marl 100 RR	Marl/Med (Sept) Marl 83 Box (Sept) B&H Denic (Sept)	Ambrosia 1 (Oct) Marl 100's Box (Nov/90)	Ambrosia 1 (Jan) Marl KS (Mar)	Merit 1/2 Nic (Apr) Marl 83 (Apr) Red Ex (May) BEST or Super BEST (May)	Slims KS (Aug) PV-Newport (Aug) Atlantic (Sept) Slim 100's (Test Div. Aug)	NEXT Ultra (Oct)	PV-Winston (Feb/92)
REGIONAL/LIMITED	Cantina	Alpine KS Box (Sept) Region 1 Cantina LA/S-D	Marl Men KS Box Region 1 (Nov) Specialty 1 (Oct) Marl 100's (Sept)	Marl Men Region 1 (Mar) Specialty 1 Jan/Feb	Specialty II (June)			
GRAPHICS		B&H (Sept) Marl 25's	Cambridge (incl 100 UL to 6mg) (Oct) Marl 100	B&H (Feb)				

→ hand 25's
(Nov/90).

**NEW PRODUCT INTRODUCTION
PLAN**

2043858027

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—						Marl Line Ext Red Ex NEXT Ultra Slims KS BEST or Super BEST PV-Newport
NATIONAL B	Bristol	—				Ambrosia (Sept)	B&H KS (Nov)	
TEST MARKET	Marl Ultra Bucks NEXT PMI Marl 100 RR	B&H Denic (Sept)		Ambrosia		Slims Ks (Aug) PV-Newport (Aug)	NEXT Ultra (Oct)	PV-Winston
REGIONAL/ LIMITED		Alpine KS Box (Sept) Region 1	Marl Men KS Box Region 1 (Nov)	Parl Men Region 1 (Mar)	Specialty II (June)			
GRAPHICS		Marl 25's	Marl 100					

NP STATUS



NP STATUS-MARLBORG

NP STATUS-B&H/VS

NP STATUS

MERIT/NEXT

PRICE VALUE

NP STATUS-ALPINE

NEW PRODUCT INTRODUCTION

2043858028

PLAN

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—	Camb. UL (Oct.) NEXT (Nov)	Bucks (Feb)	Marl Ultra or Medium (Jun)	Ambrosia I or II (Sept)	B&H KS (Nov)	Marl Line Ext Merit 1/2 Nic Red Ex NEXT Ultra Slims KS BEST or Super BEST PV-Newport
NATIONAL B	Bristol	—	Camb. UL KS (Oct) Bucks (Oct)	NEXT (Jan) or B&H Denic (Mar)	Marl Ultra or Medium (June)	Ambrosia I or II (Sept)	B&H KS (Nov)	
TEST MARKET	Marl Ultra Bucks NEXT Cartier PMI Marl 100 RR	Marl Med (Sept) Marl 83 Box (Sept) B&H Denic (Sept)	Ambrosia I (Oct)	Ambrosia II (Jan) B&H KS (Mar)	Merit 1/2 Nic. (Apr) Marl Long (Apr) Red Ex (May) BEST or Super BEST (May)	Slims Ks (Aug) PV-Newport (Aug) Atlantic (Sept)	NEXT Ultra (Oct)	PV-Winston
REGIONAL/ LIMITED		Alpine KS Box (Sept) Region 1	Marl Men KS Box Region 1 (Nov) Specialty 1 (Oct)	Part Men Region 1 (Mar)	Specialty II (June)			
GRAPHICS		B&H (Sept) Marl 25's	Cambridge (Incl 100 UL to 6mg) (Oct) Marl 100					

NP STATUS

NP STATUS-MARLBORC

NP STATUS-B&H/VS

NP STATUS

MERIT/NEXT

PRICE VALUE

NP STATUS-ALPINE